

Figure 2

Examples of Program Information

<p>Title = Seinfeld Program Type = Sitcom Category = Comedy Actors = (Actor1 , Actor2)</p>	<p>Title = US Debt Report Program Type = News article Category = US Govt. Financial People Mentioned = (Bill Clinton, Alan Greenspan)</p>
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Example 1

Example 2

Figure 3

Examples for traits

Movie
Adventure
Sports
Mad About You
dynamic trait 1
dynamic trait 2
NBC NEWS
FRIDAY Movie
Premier Mad About You

↑
126

Examples for Liking for viewer N

Movie = 14
Adventure = 5
Sports = 0.3
Mad About You = 5
dynamic trait 1 = 3
dynamic trait 2 = 5
NBC NEWS = 13
FRIDAY Movie = 18
Premier Mad About You = 15

↑
127

Figure 4

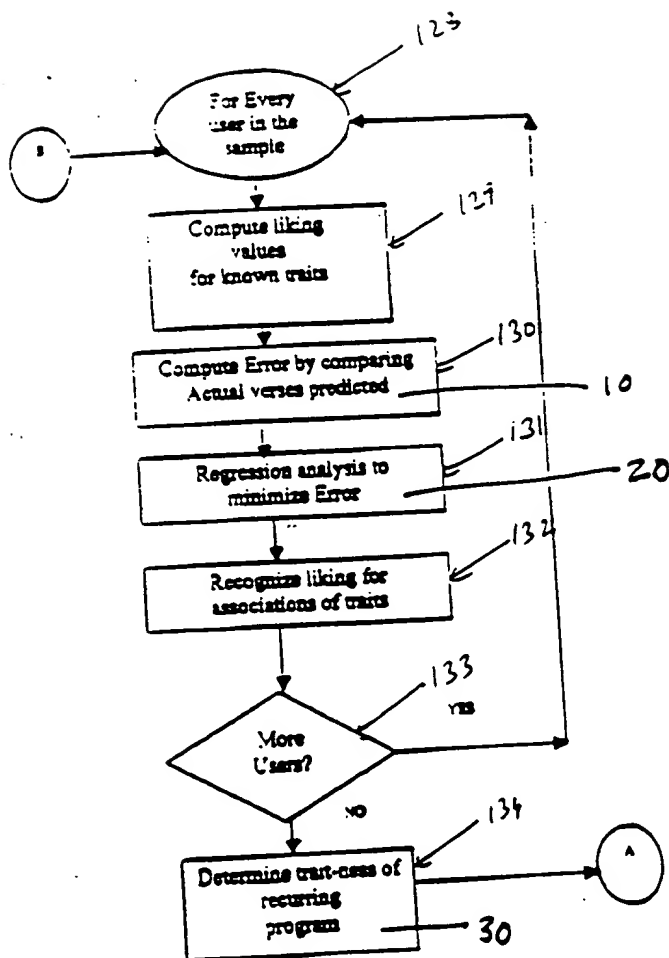


Figure 5(a)

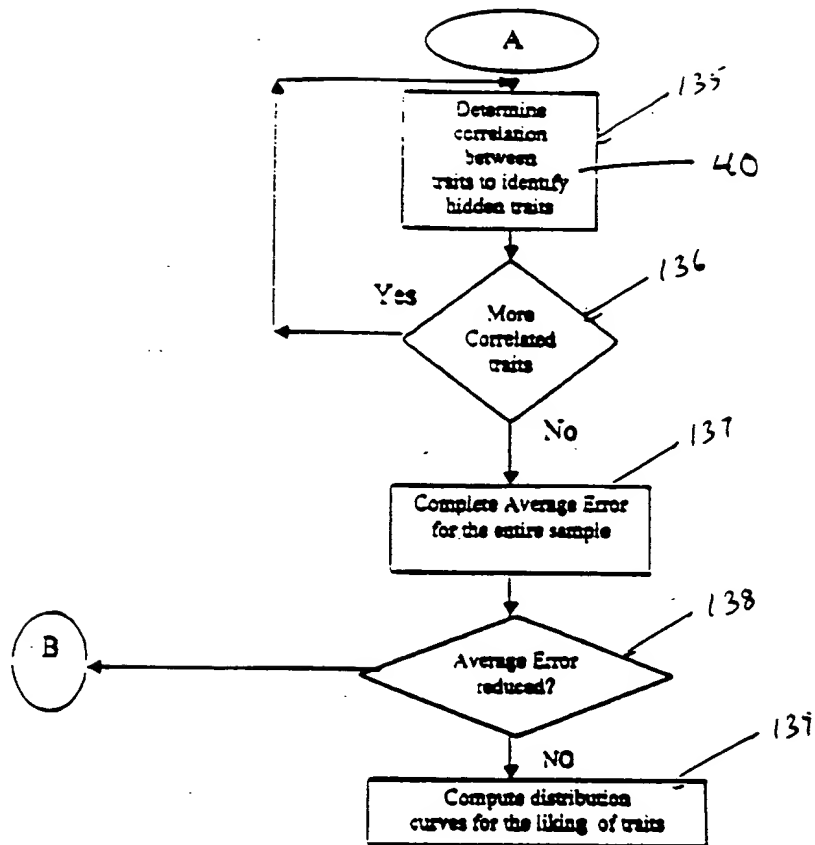


Figure 5(b)

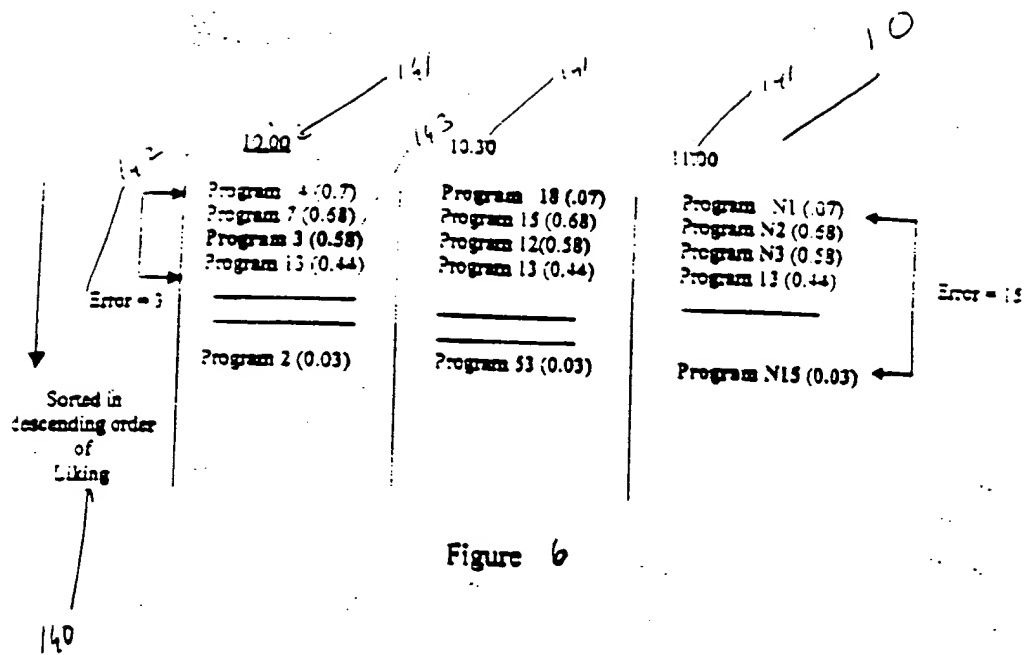


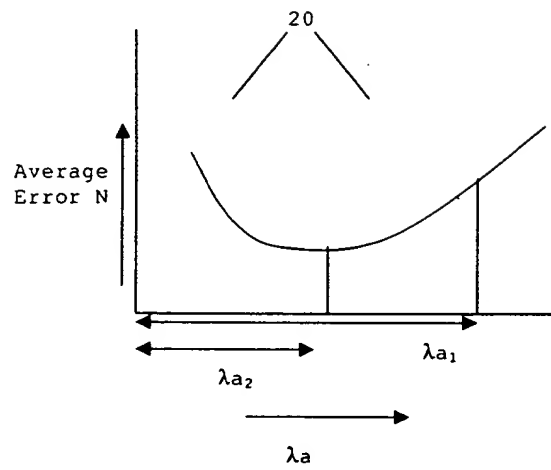
Figure 7

Current Liking Value

$\lambda a_1 = 2$
 $\lambda b_1 = 5$
 $\lambda c_1 = -3$
 $\lambda d_1 = 0$

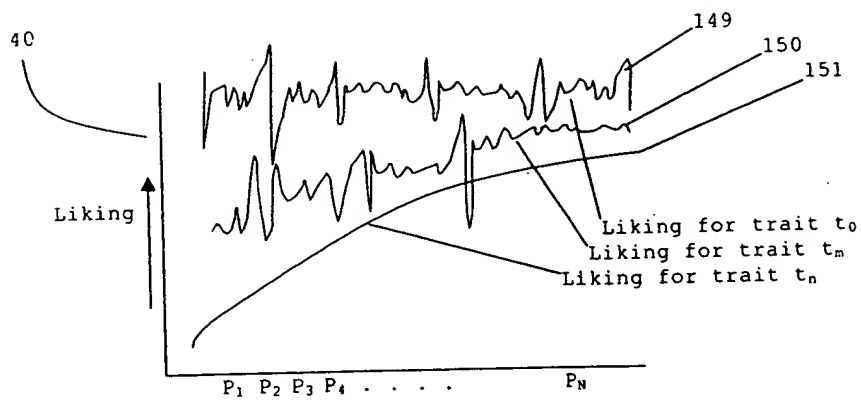
Next Liking Value

$\lambda a_2 = 1.5$
 $\lambda a_1 = 5$
 $\lambda a_1 = -3$
 $\lambda a_1 = 0$



($\lambda b = \lambda b_1$
 $\lambda c = \lambda c_1$
 $\lambda d = \lambda d_1$
 \vdots
 \vdots
 \vdots)

Figure 8



t_m and t_n are correlated

t_m can be expressed as $t_m = t_x + t'_m$
 t_n can be expressed as $t_n = a_x t_x + t'_n$

and

Computing Traitness of a trait is a program

30

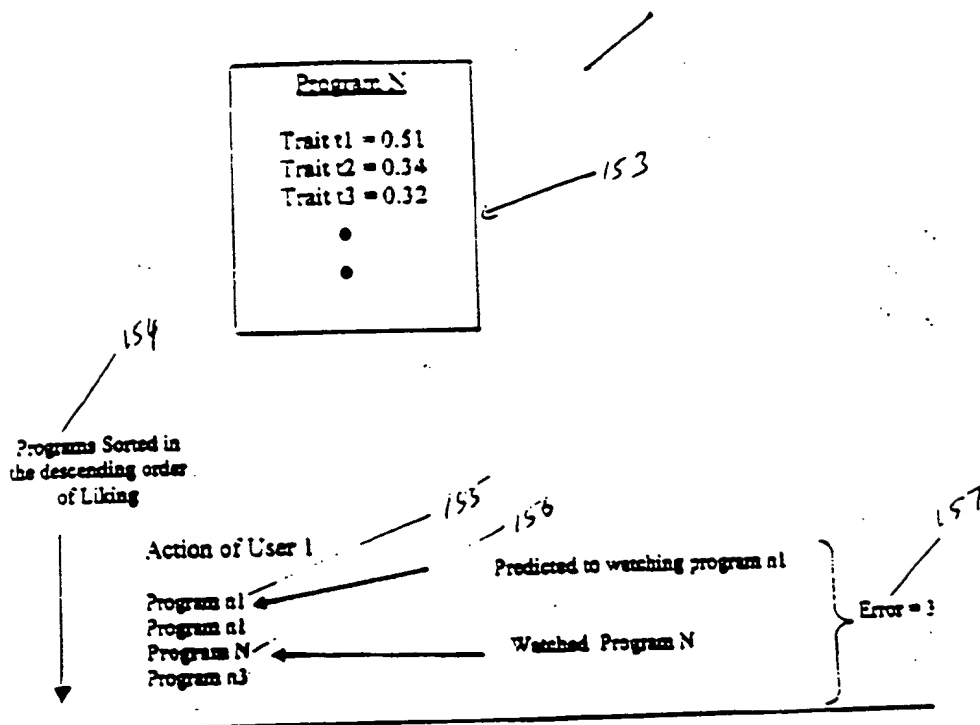


Figure 9(a)

Computing Traitness of a trait - a program

30

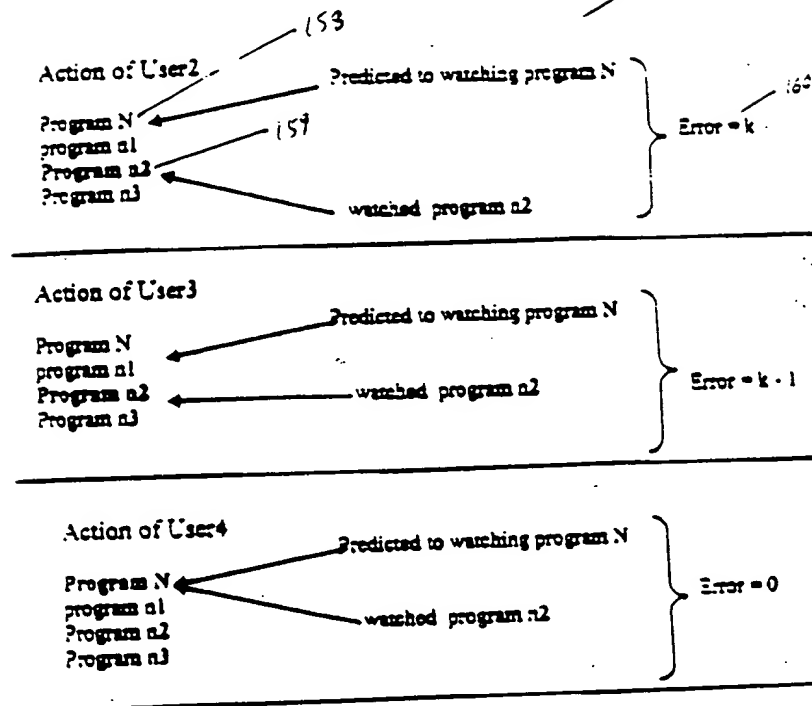
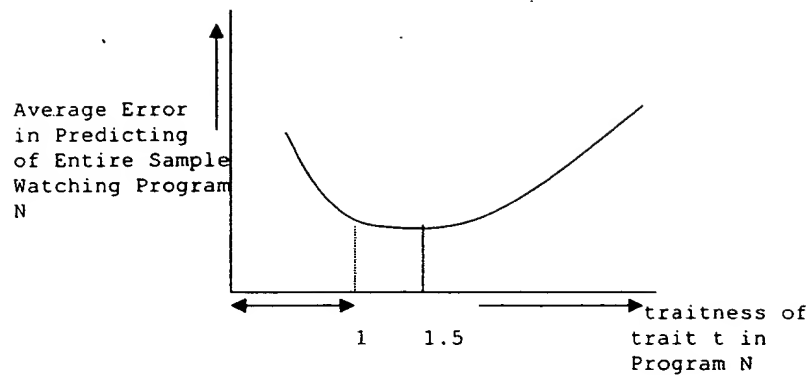


Figure 9(b)

Figure 9(c)



Optimal value of traitness

e.g. comedy-ness in Seinfeld = 1.5
comedy-ness in Frasier = 0.89

Example for Linking Distribution Record format

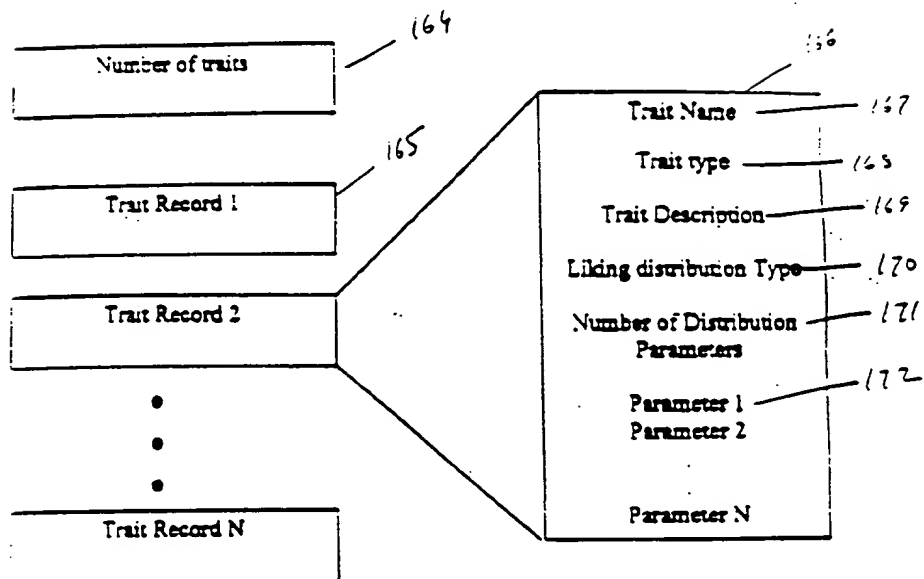


Figure 10

Some Sample Values For Fields in trait Record

Trait type

Static,
dynamic
Association
Generated

Trait Description

(NBC, "NEWS"),
SUBSTRING("CIA") IN DESC.
TITLE

Distribution

Normal
Exponential
Defined type 1
Defined type 2

Distribution Parameters

Mean = 13, Deviation = 2

Figure 11

Example for Traitness of recurring Programs

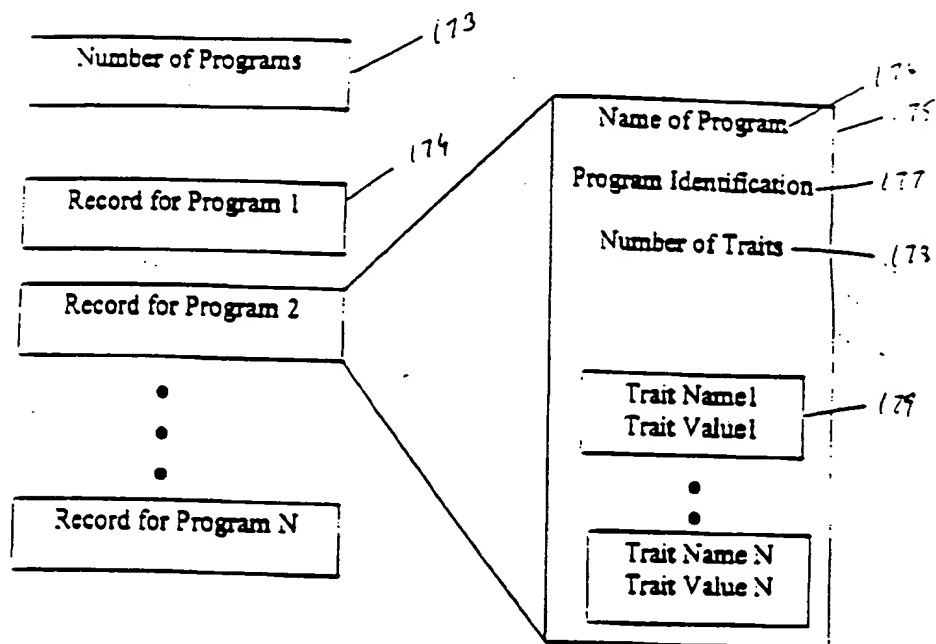


Figure 12

Example For Broadcasting traitness as a part of EPG Data

Program Info
Seinfeld,
NBC ,
Comedy = 0.07
sitcom ,
Dynamic trait 1 = 0.1
•
•
Actor = Seinfeld

Figure 13

Example for Selection Record

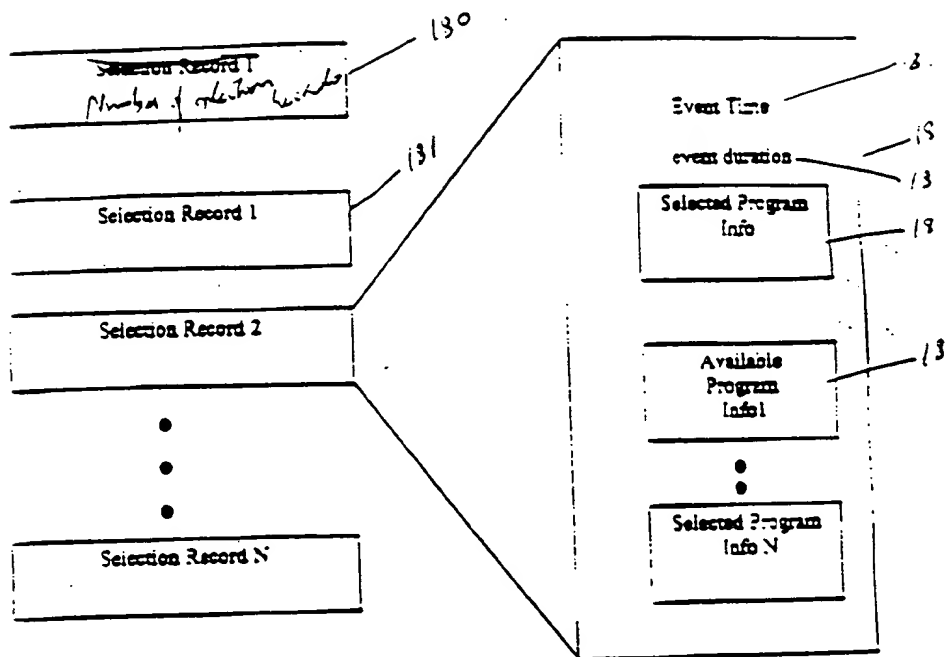


Figure 14

Generation of User Selection History

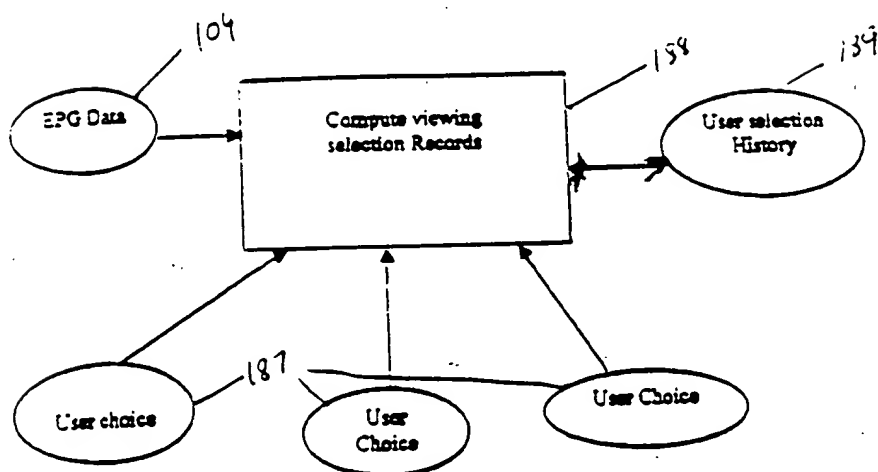


Figure 15

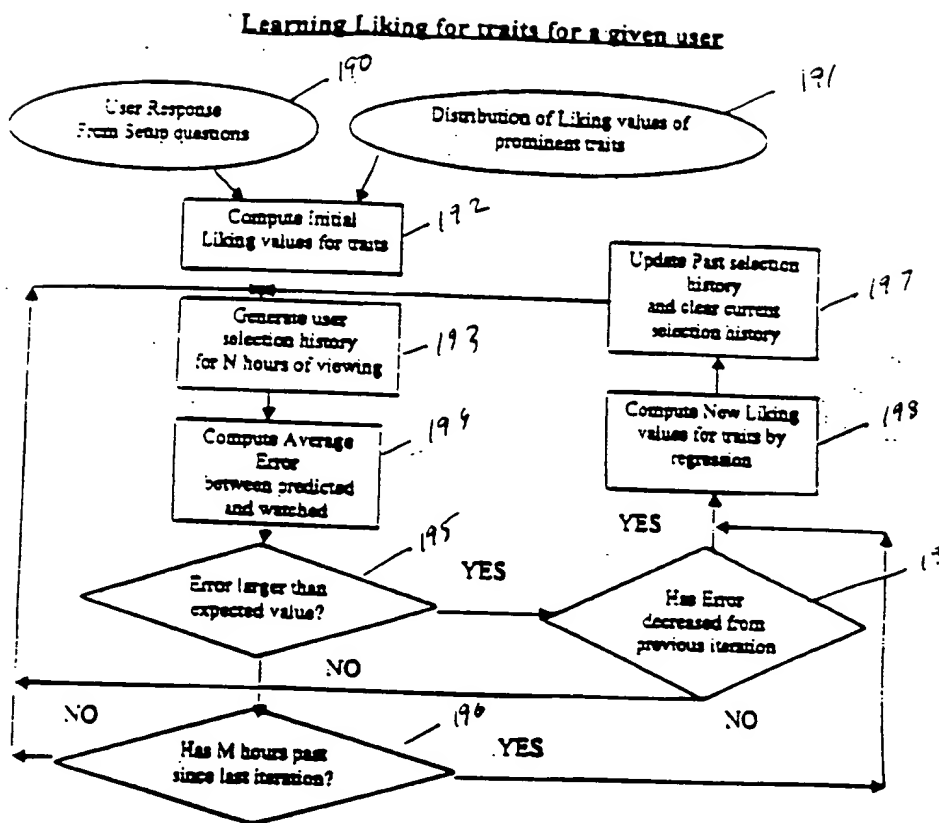


Figure 16

Computing Relevance

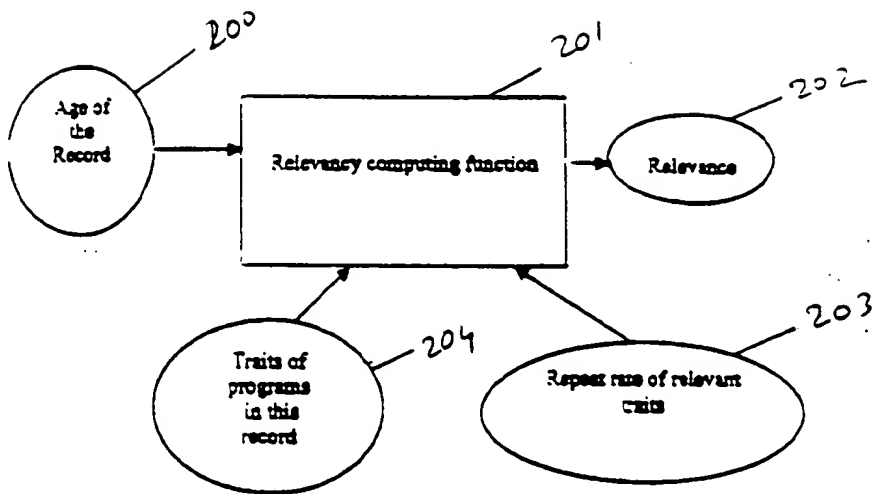


Figure 17 (a)

Figure 17(b)

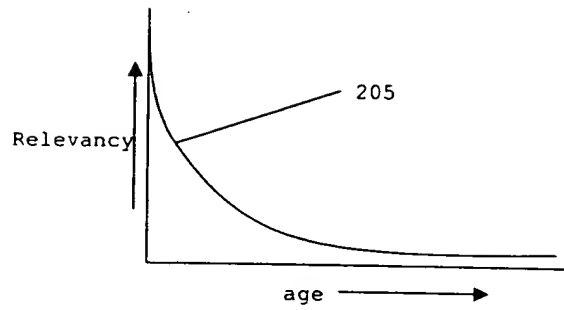
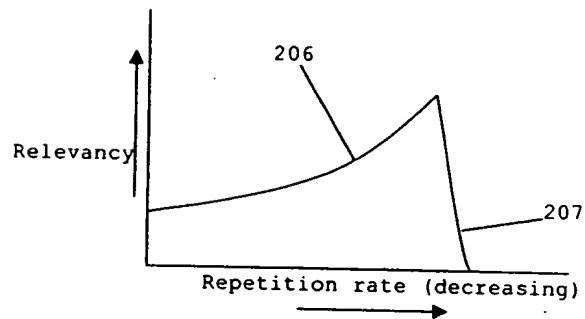


Figure 17(c)



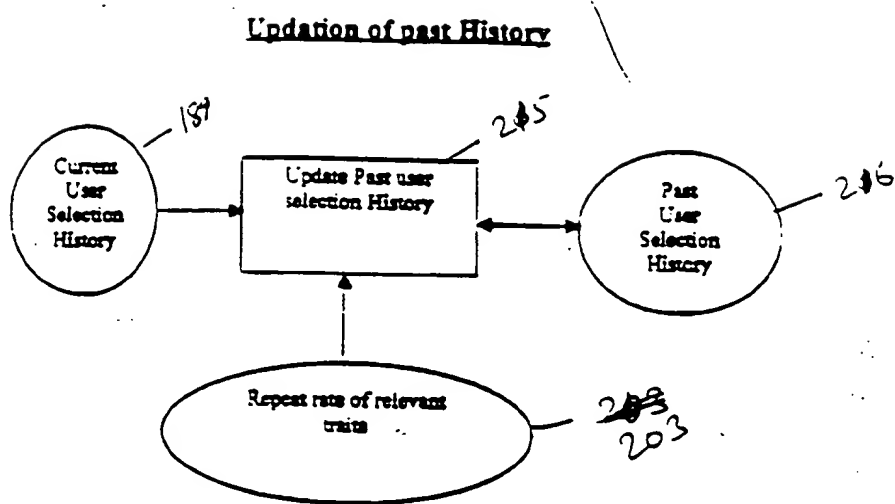


Figure 18(a)

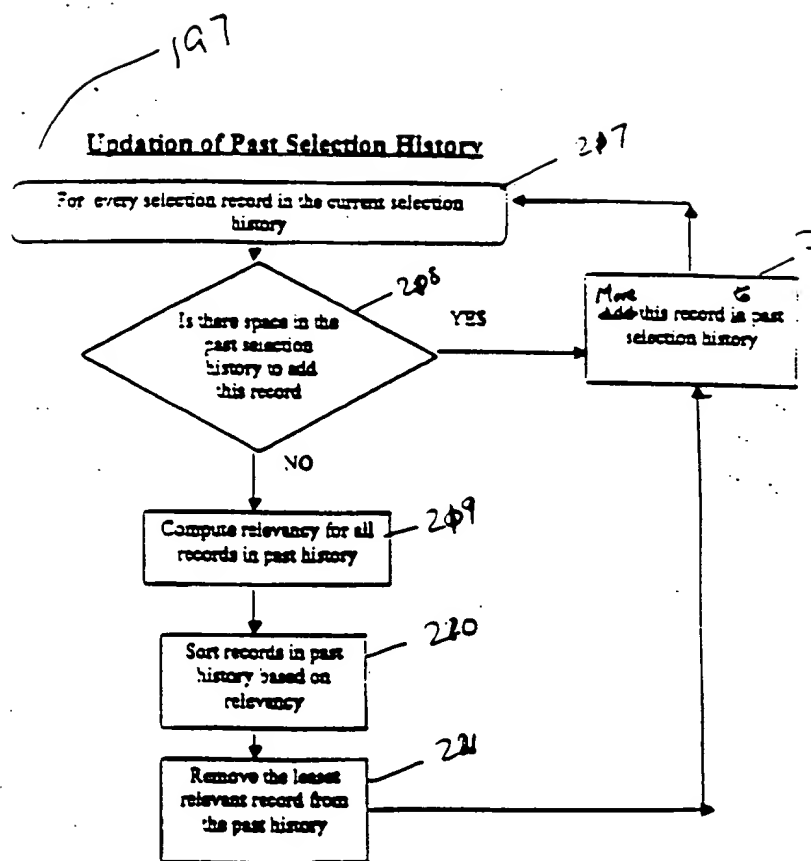


Figure 18(b)

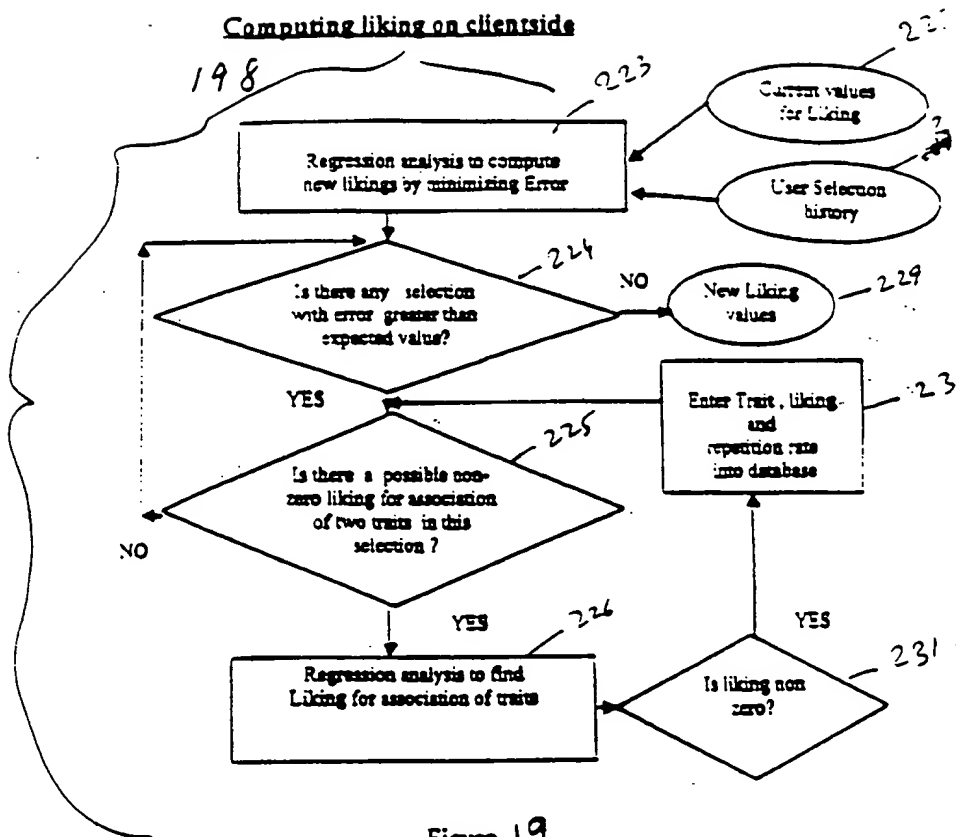


Figure 19

Computing scores for programs for future prediction

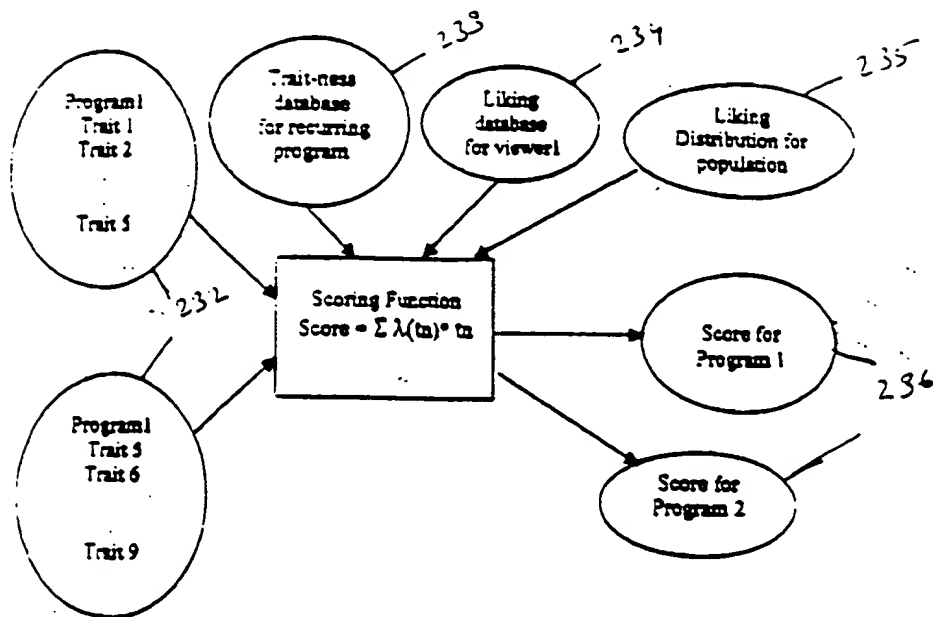
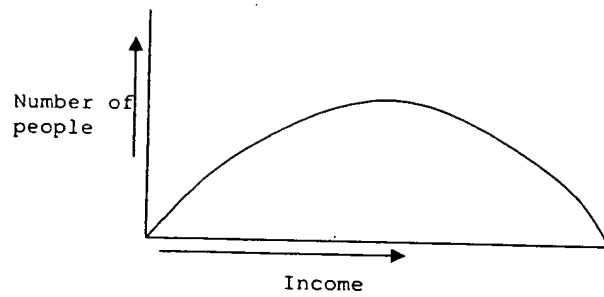
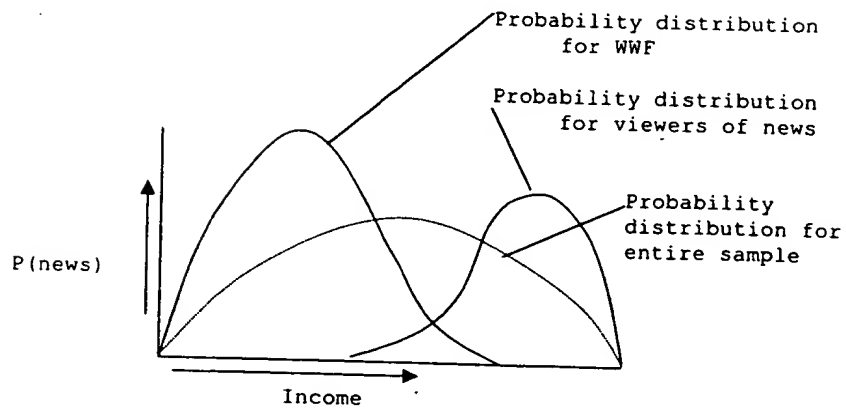


Figure 20

Figure 21(a)

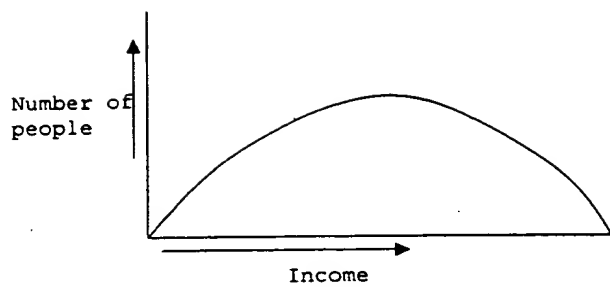


(i)

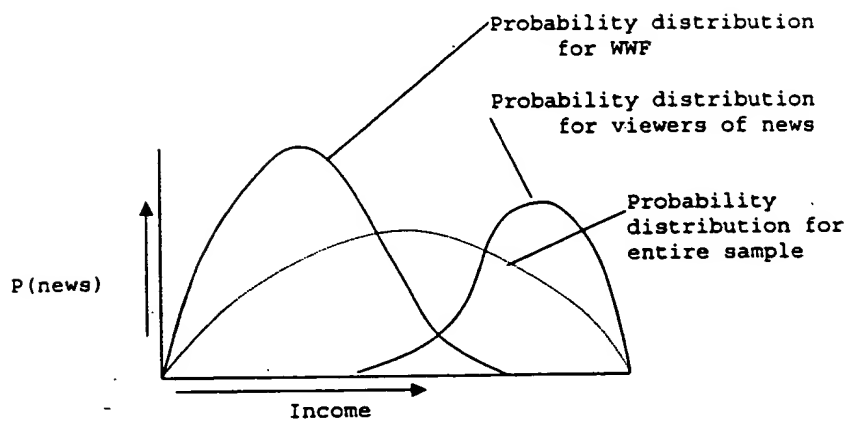


(ii)

Figure 21(a)



(i)



(ii)

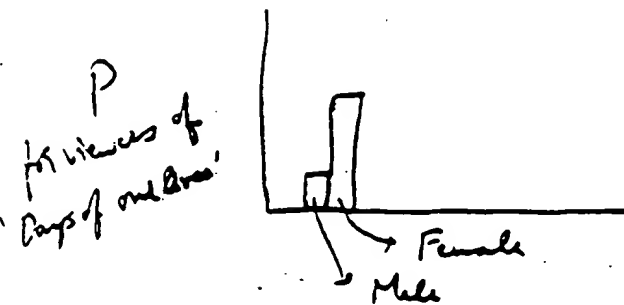
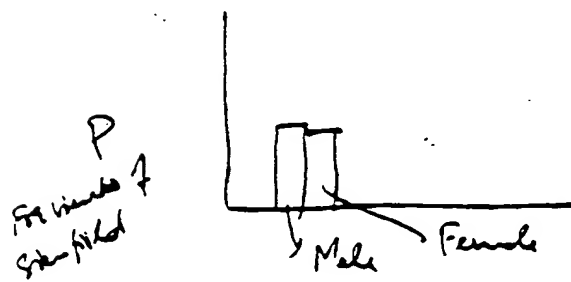
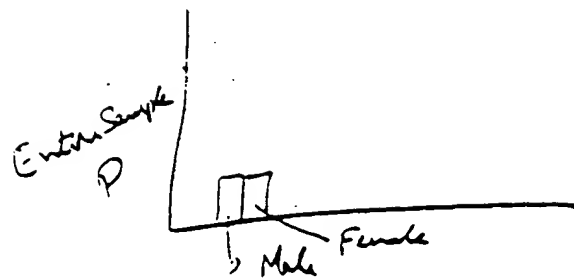


FIGURE 21b

System Architecture

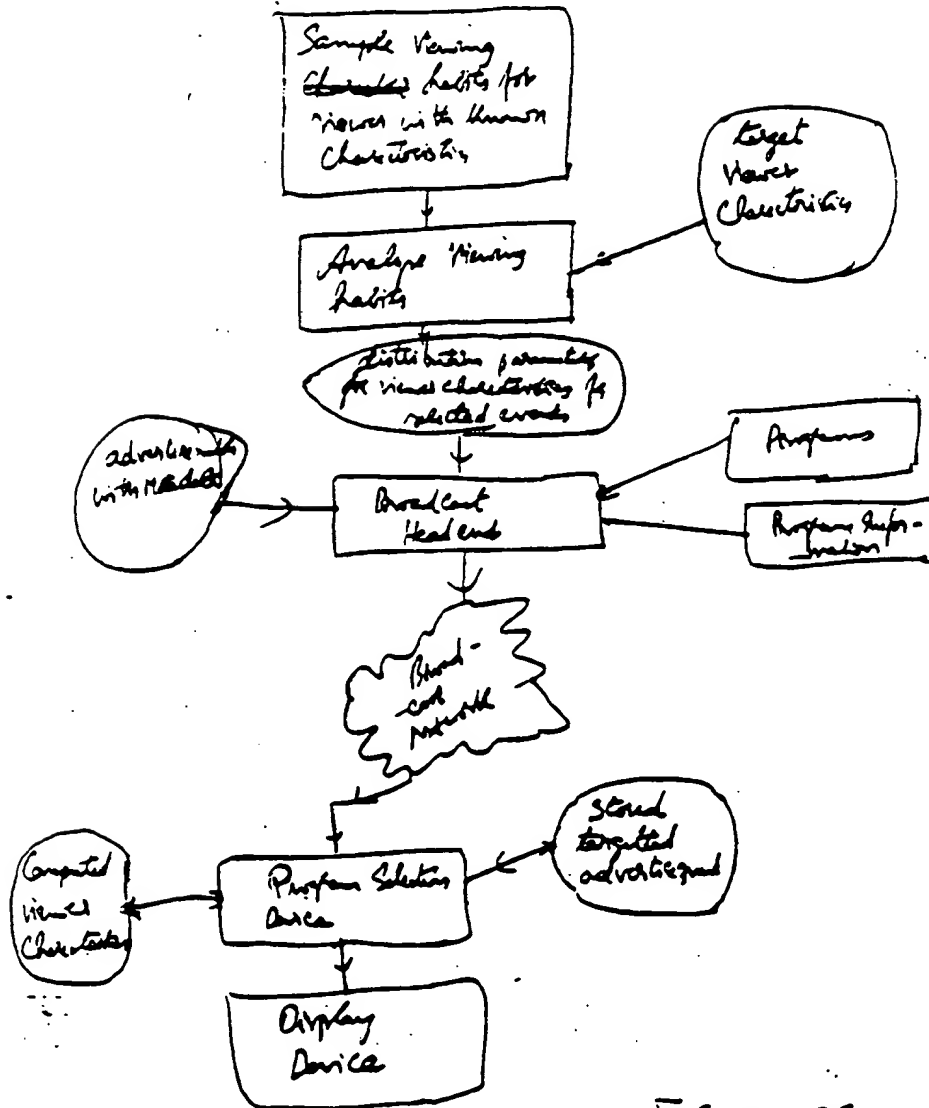


Figure 22

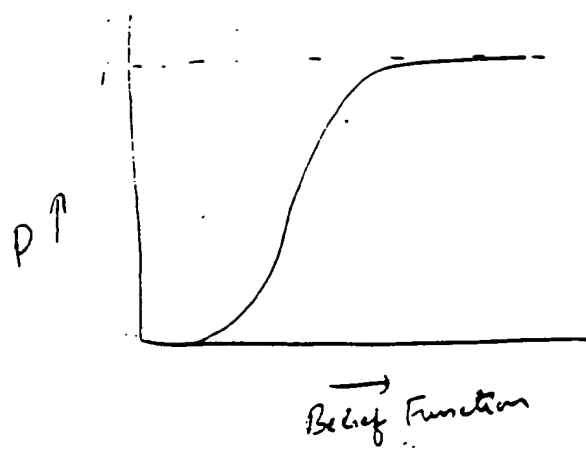


Figure 23a

Demographic Trait Record format

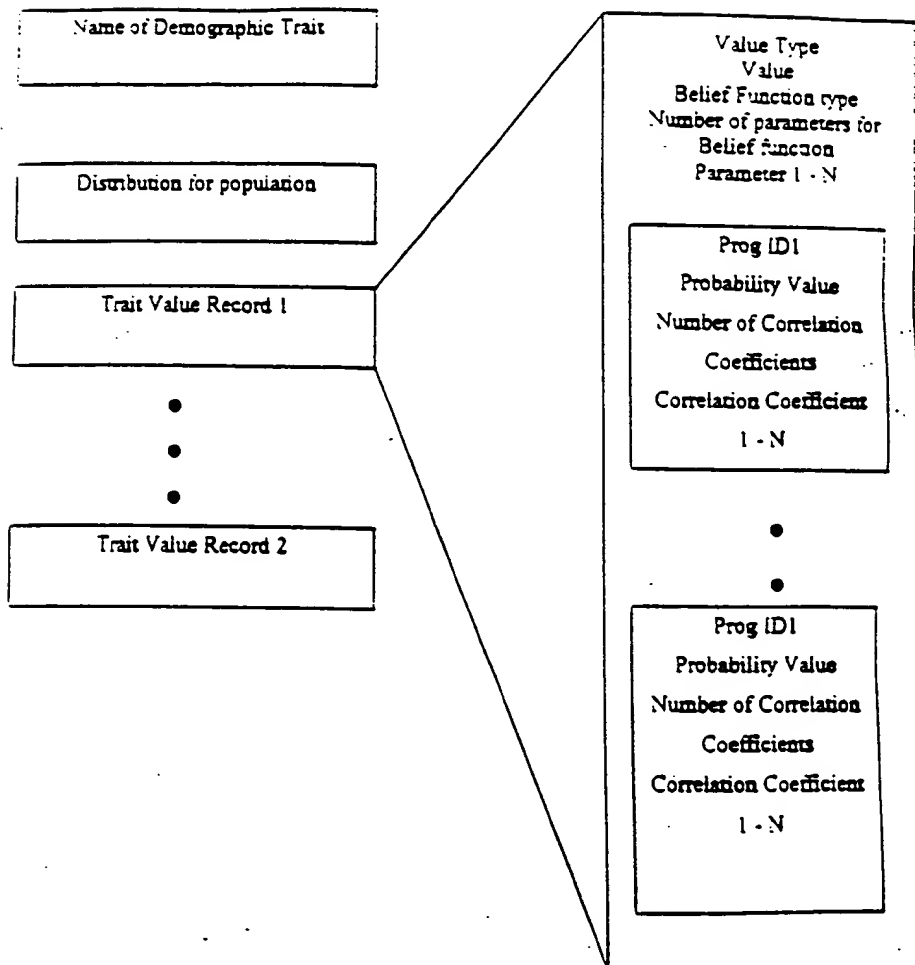


Figure 236

Advertisement Targeting Record format

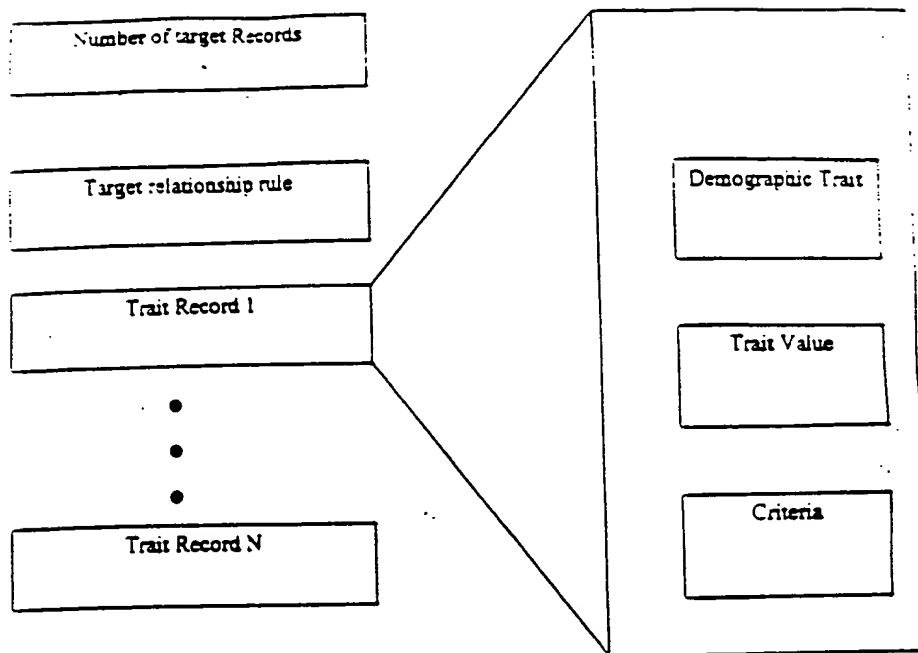


Figure 23c

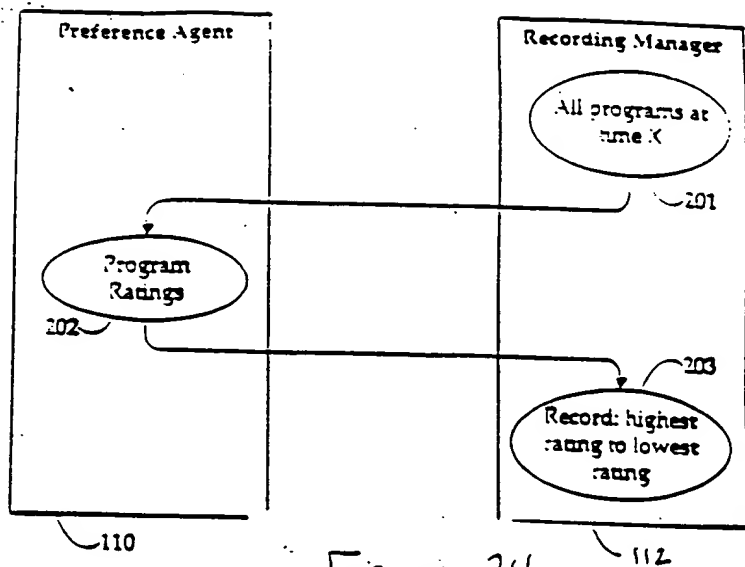


Figure 24

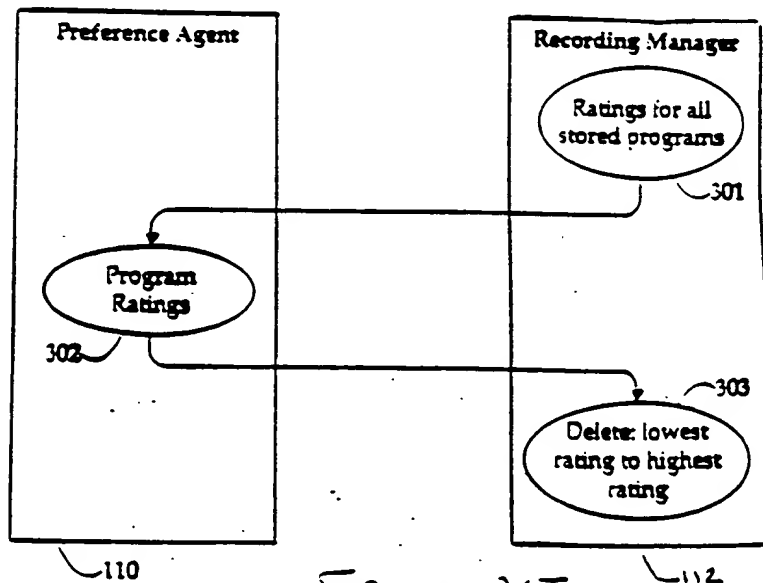


Figure 25

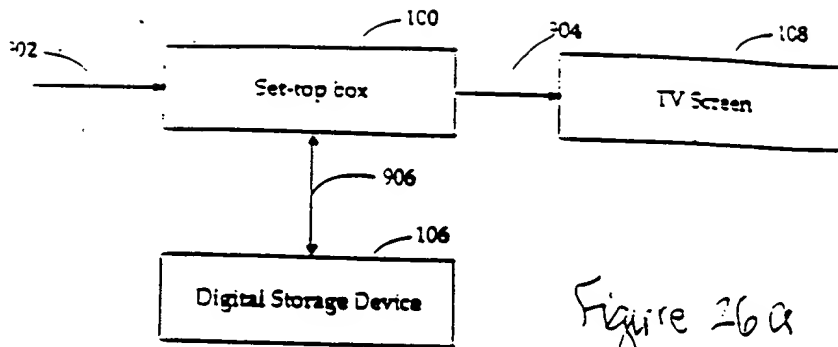


Figure 26a

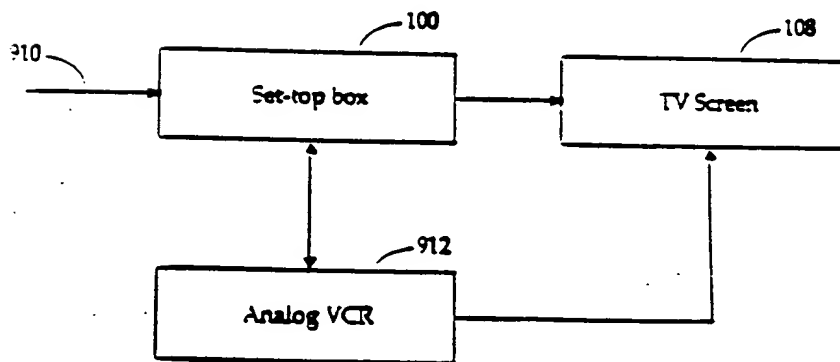


Figure 26b

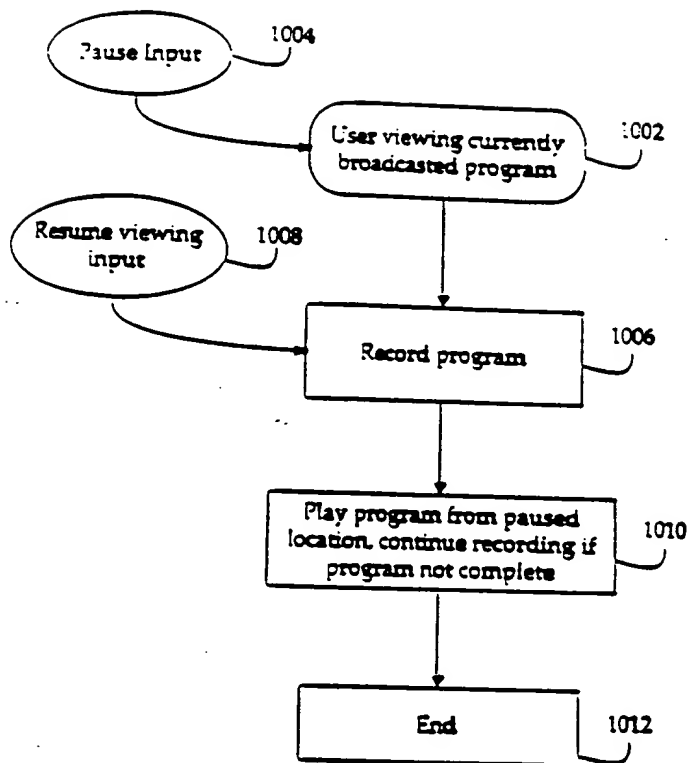


Figure 27

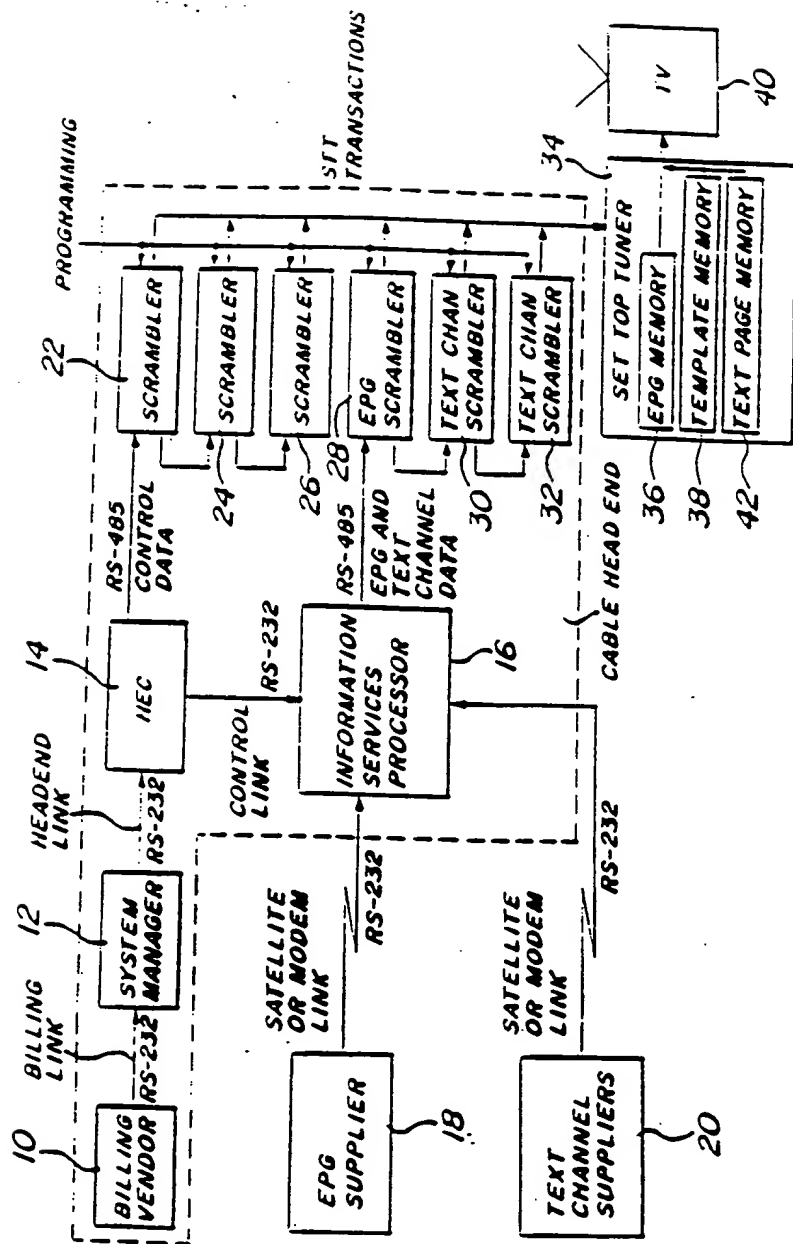


Figure 28

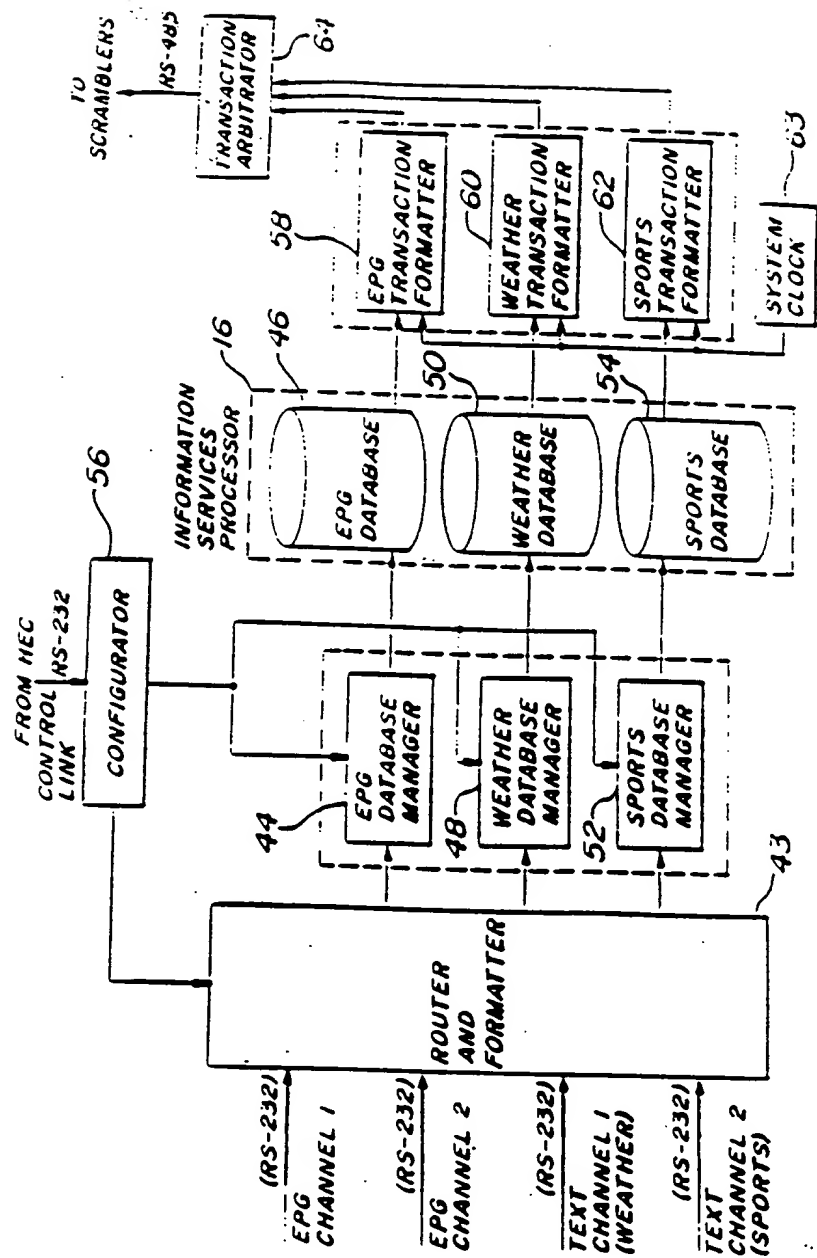


Figure 29

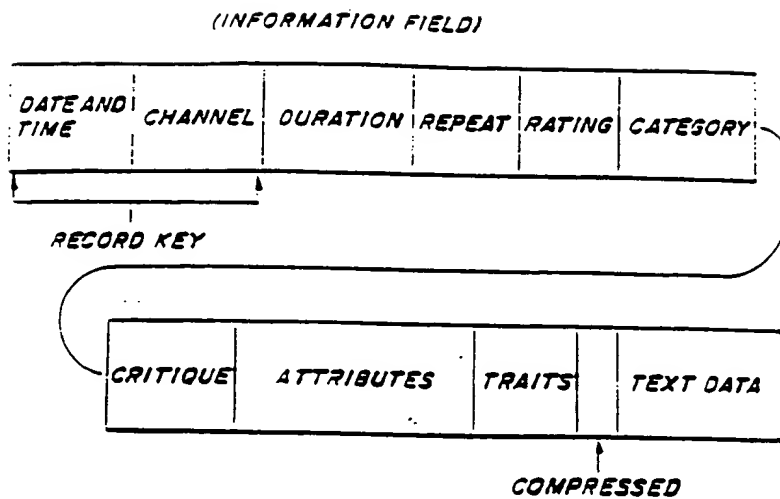


Figure 30

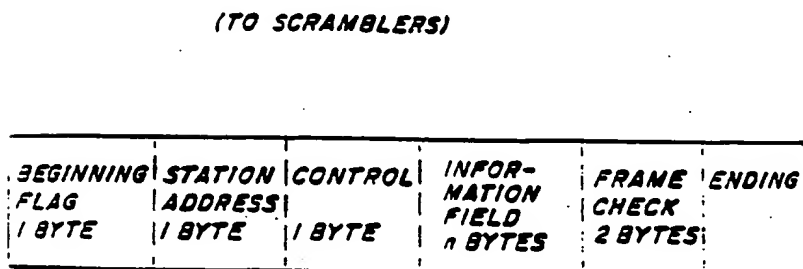


Figure 31

EPG TRANSACTION FORMATTER 58

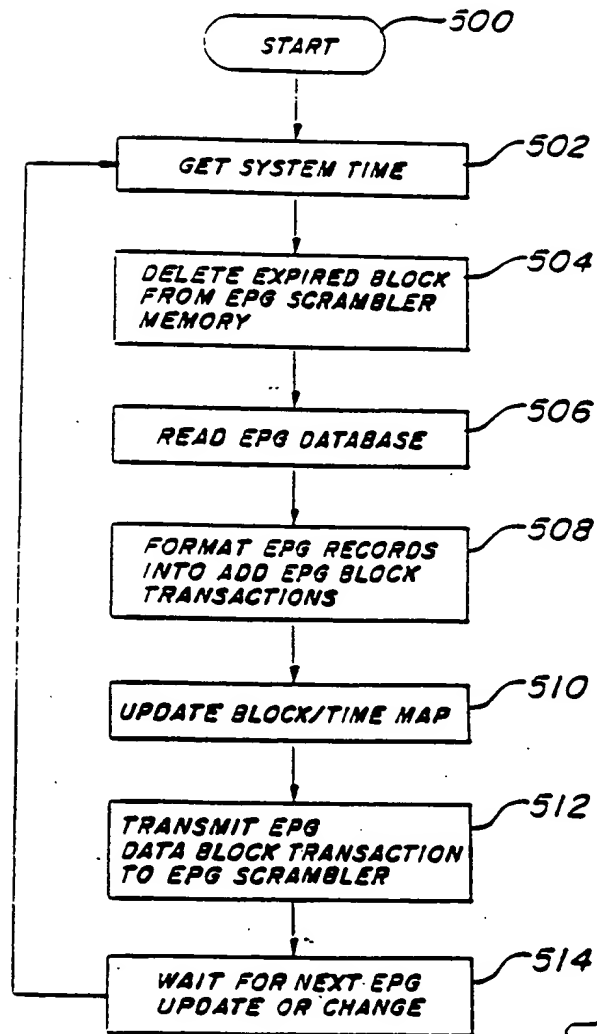


Figure 32

TEXT CHANNEL TRANSACTION FORMATTER 60,62

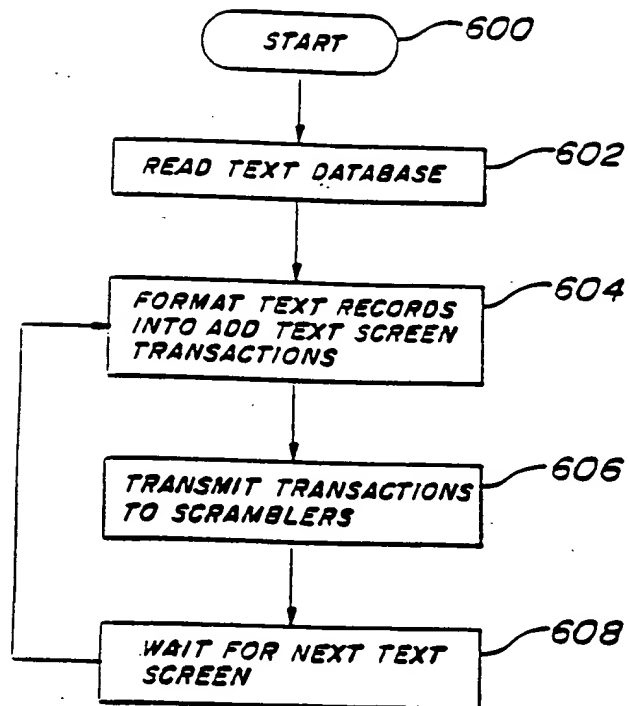


Figure 33

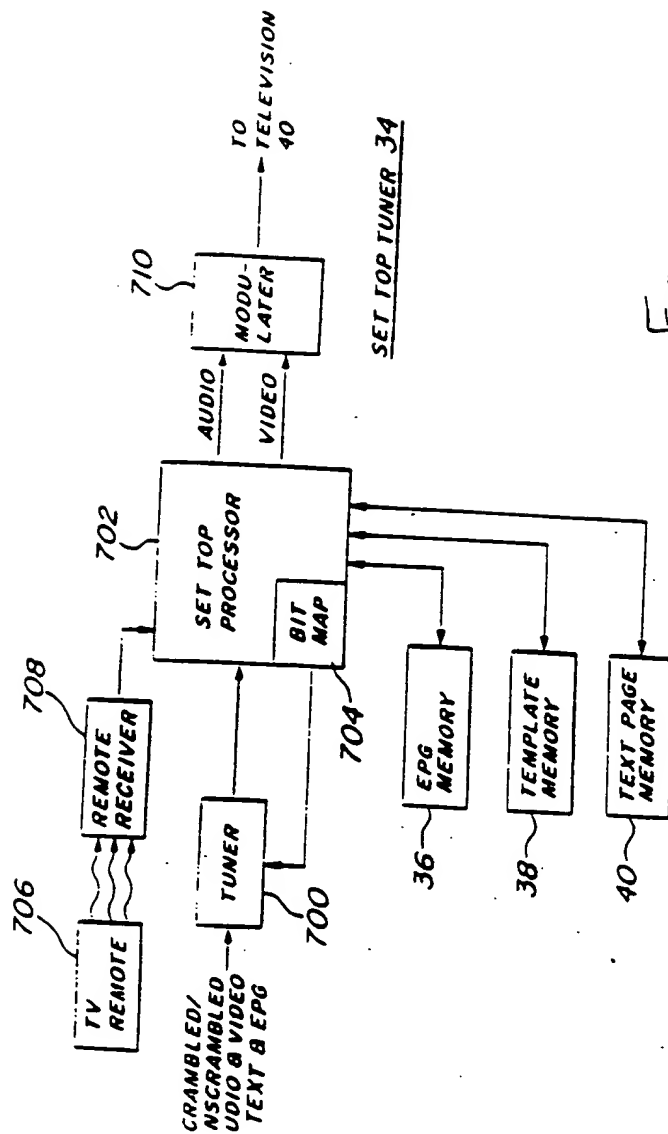


Figure 34

Process for automatically creating multiple profiles and
automatically identifying currently active profiles

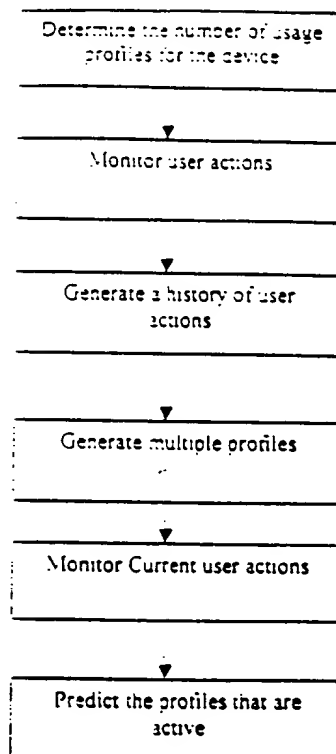


Figure 35

Process for generating multiple profiles

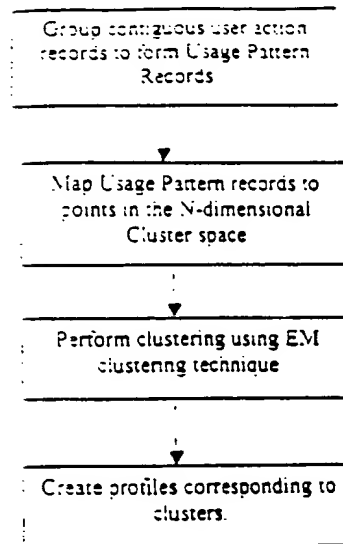


Figure 26

Action
StartTime
EndTime
Parameters

B) Format of user action record

Number of Action records
Action record 1
Action record 2
...
Action record N

C) Format of History database

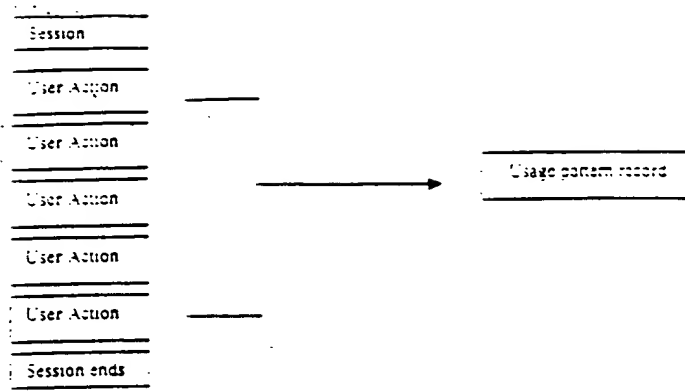
Channel Change
13770100
13770110
NAC

B) Example of user action record

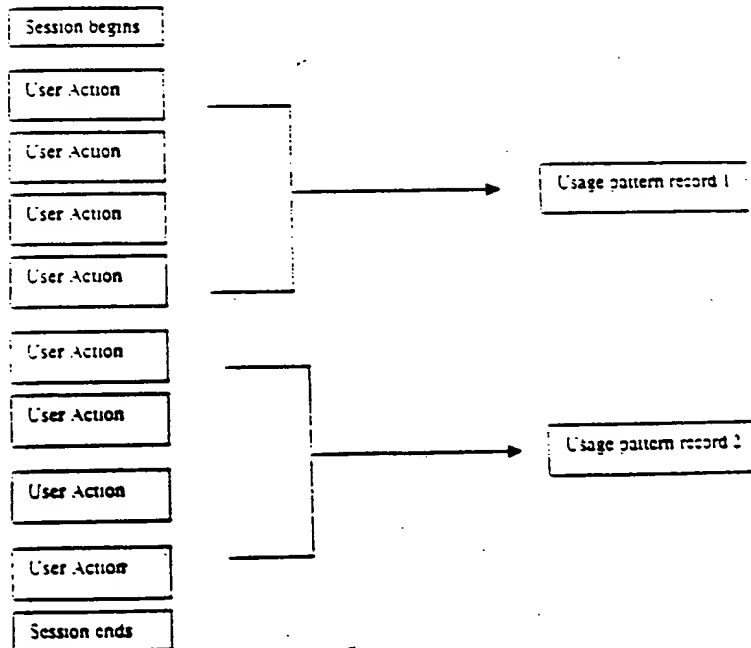
Number of Action records
Action record 1
Action record 2
...
Action record N

D) Format of Usage pattern record

Figure 37

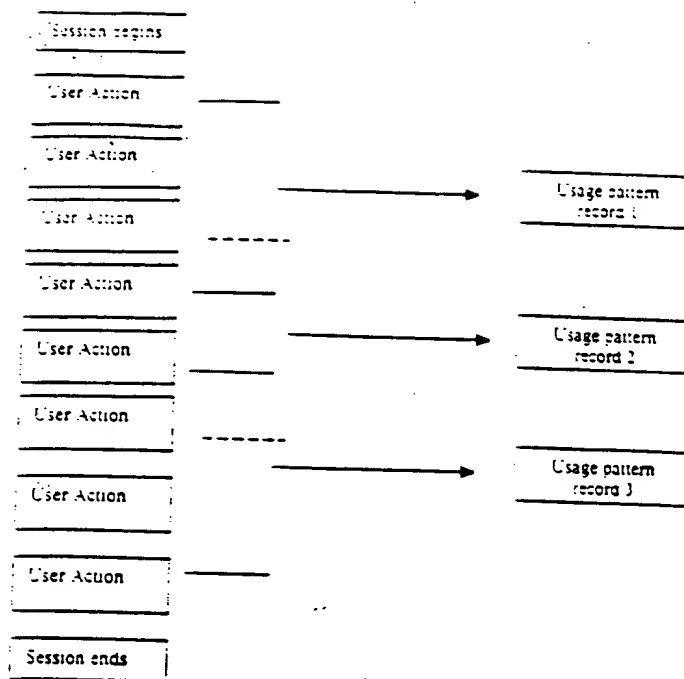


A) One method for creating usage pattern



B) One method for creating usage pattern

Figure 28



One method for creating usage pattern record

Figure 19

Process for Designing currently active profiles

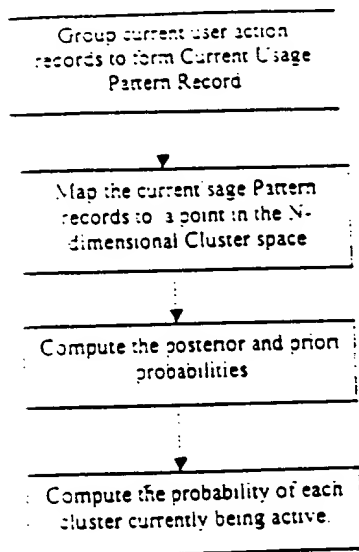


Figure 40

Profile Creation using Generated Clusters

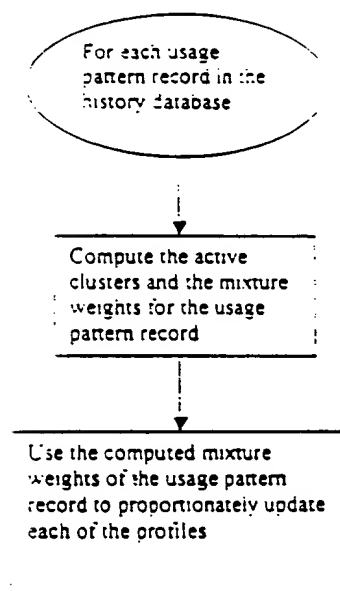


Figure 41

Targeted Electronic Content Distribution without Compromising Privacy of Users

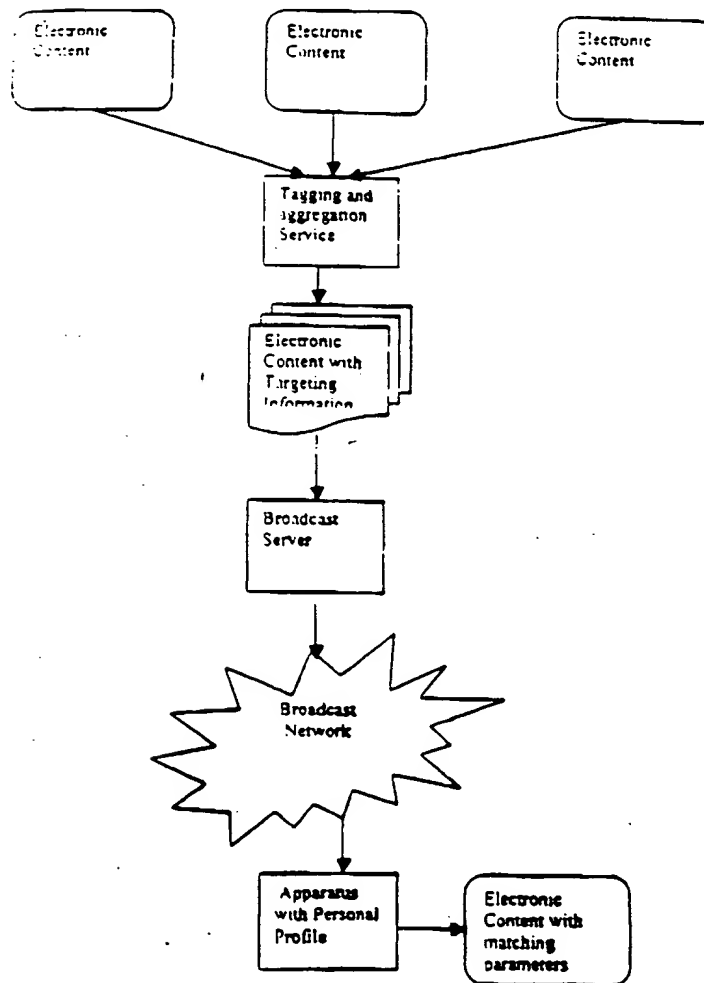
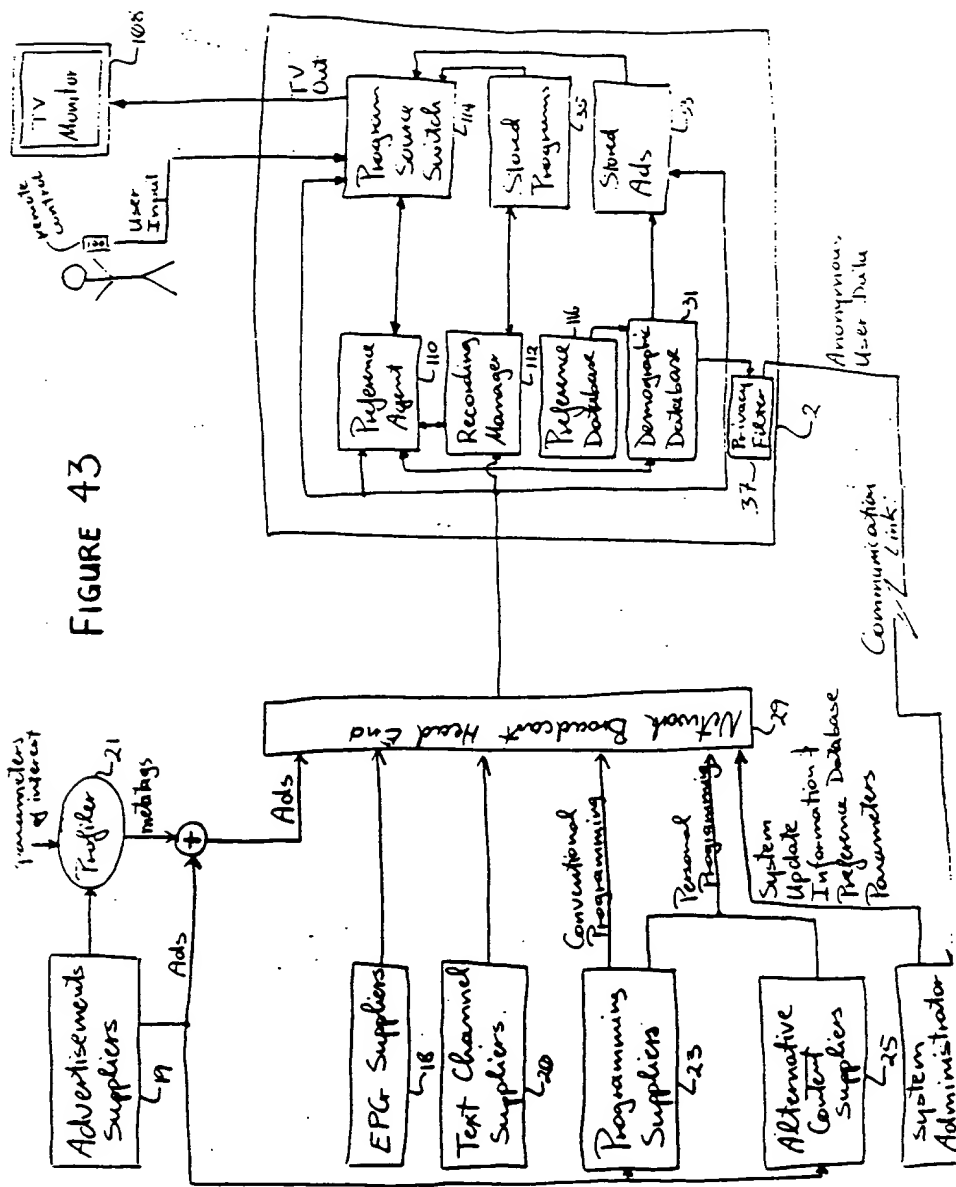


FIGURE 42



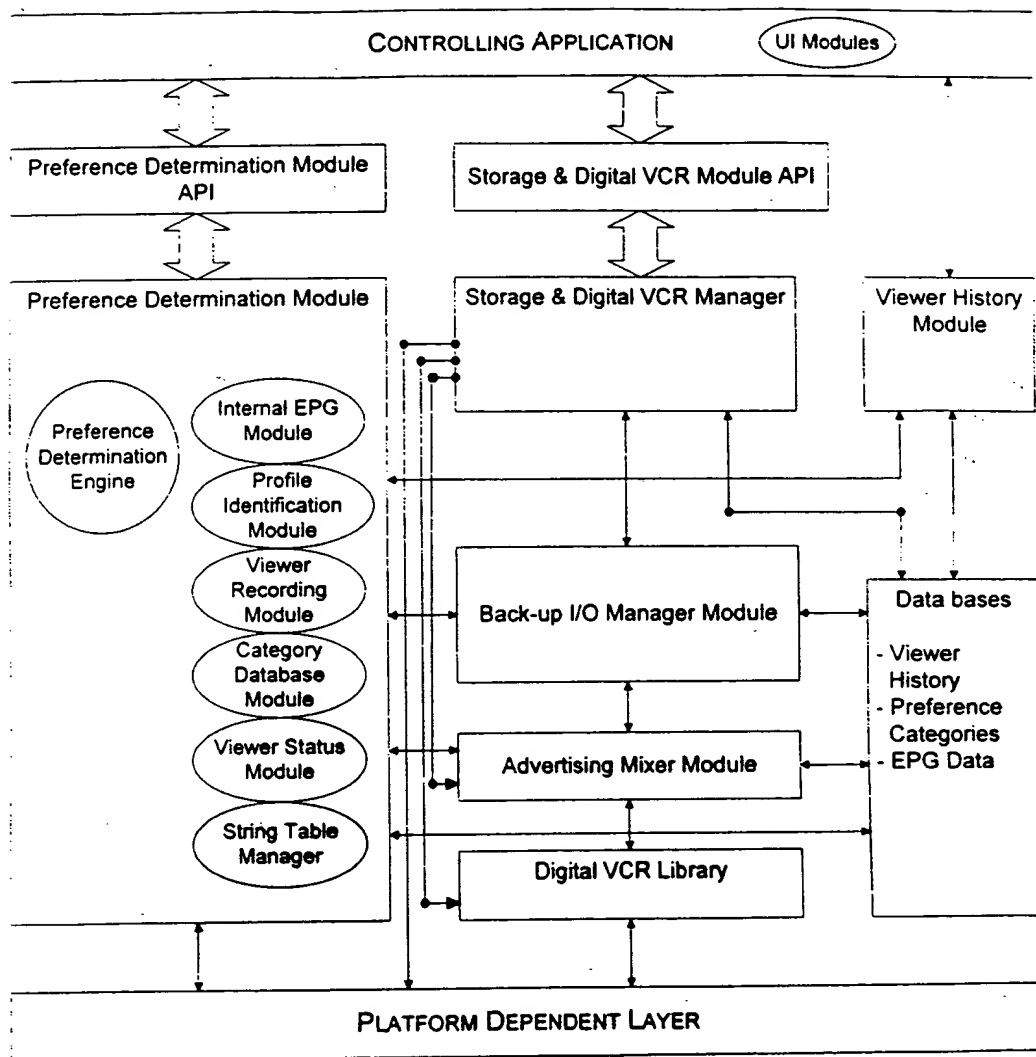


Figure 44.

Figure 45

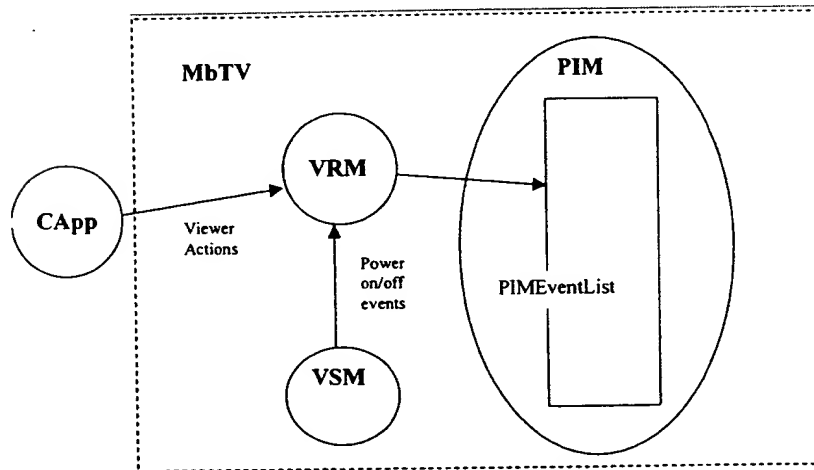


Figure 46

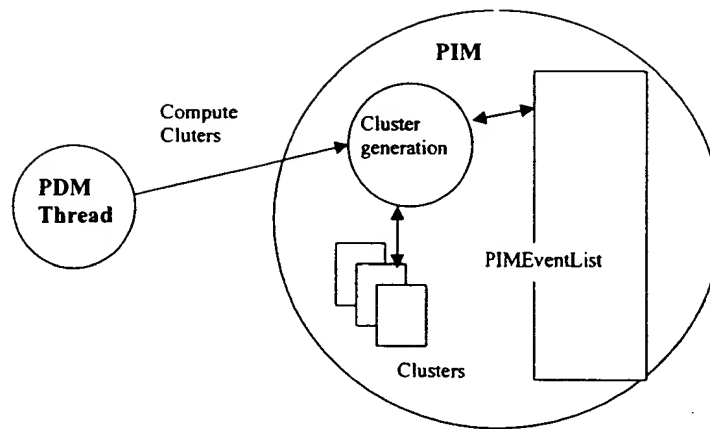
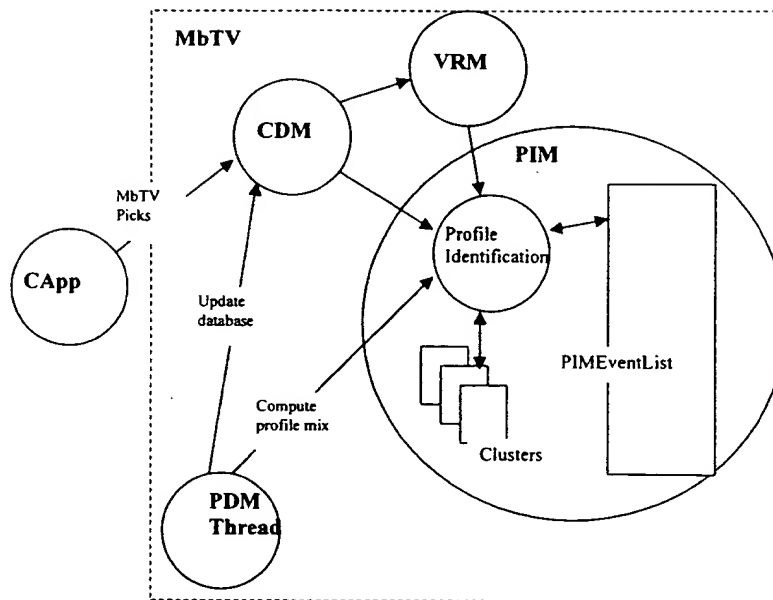


Figure 47



CLICKS

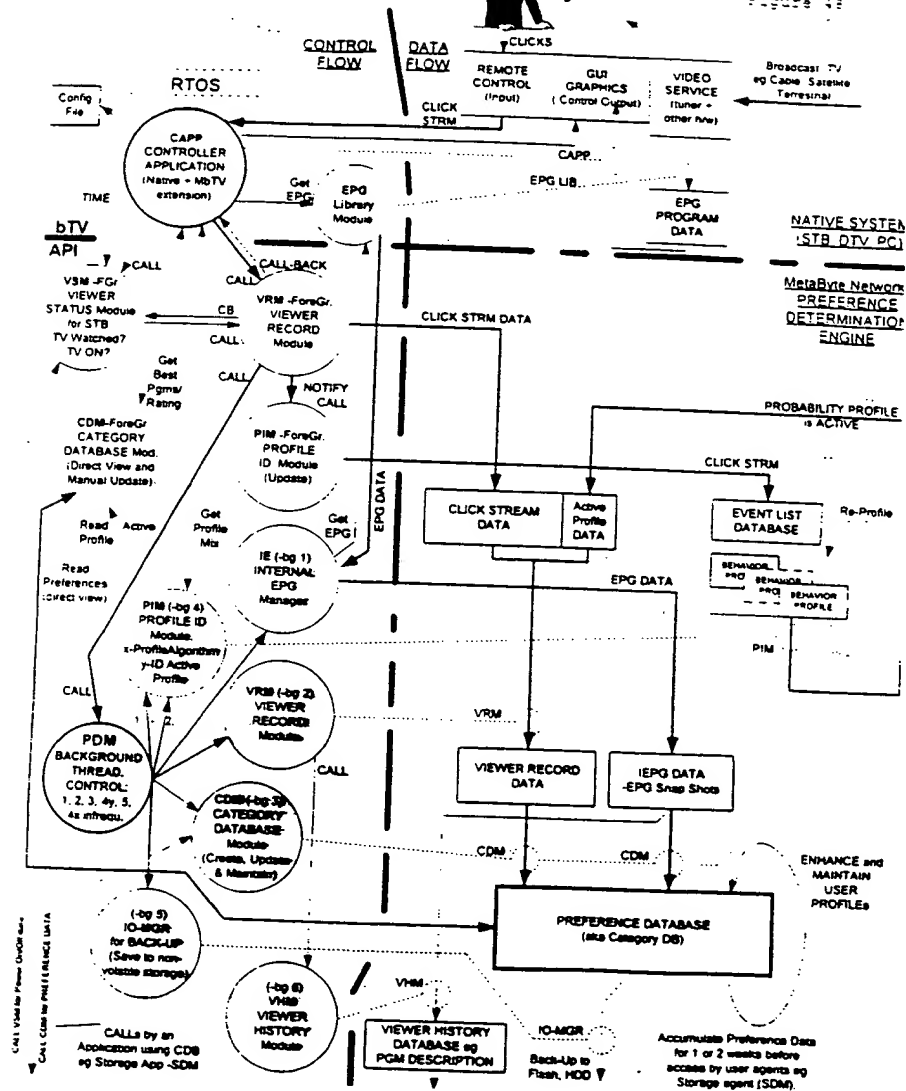
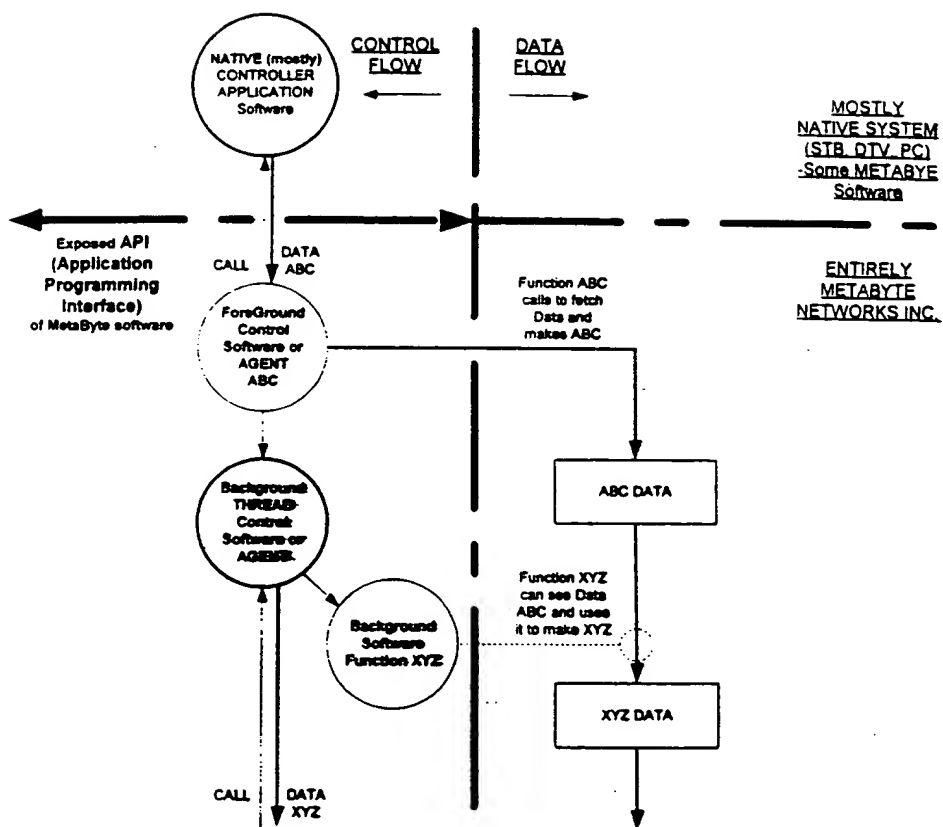


Figure 49



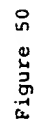


Figure 50

Figure 51

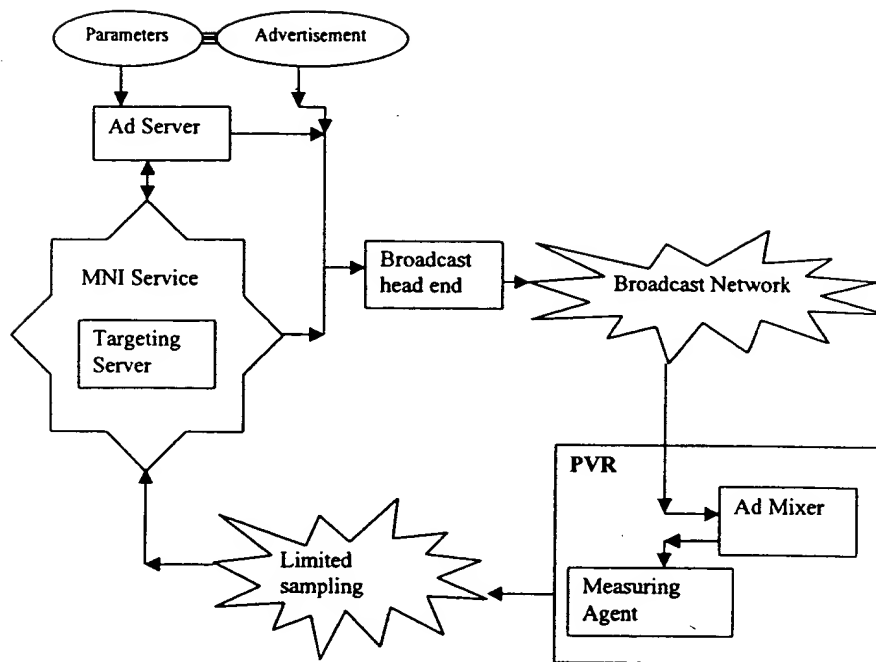


Figure 52

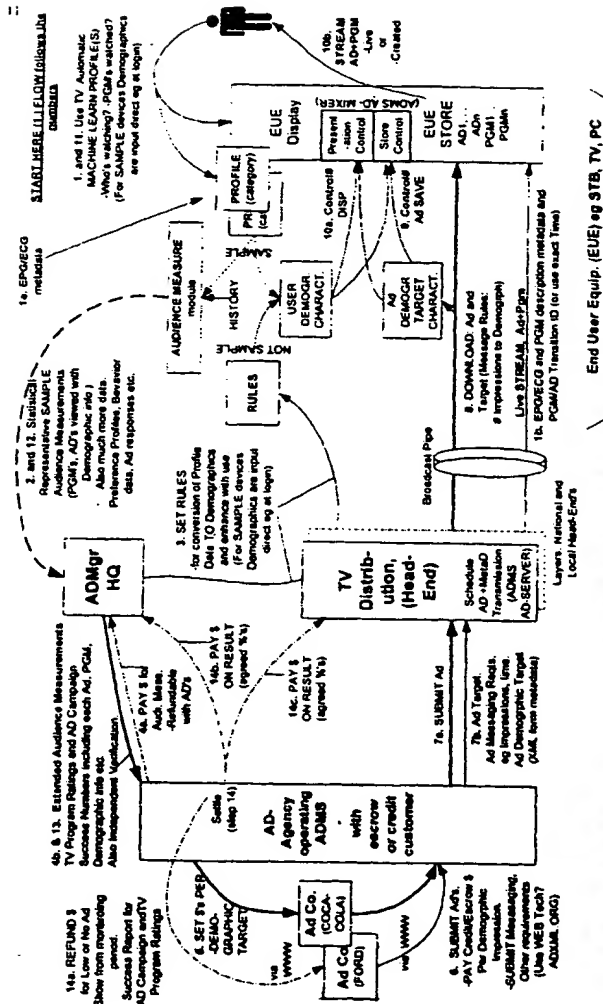


Figure 1. AD Mar Operational Flow and Business Model

Figure 53

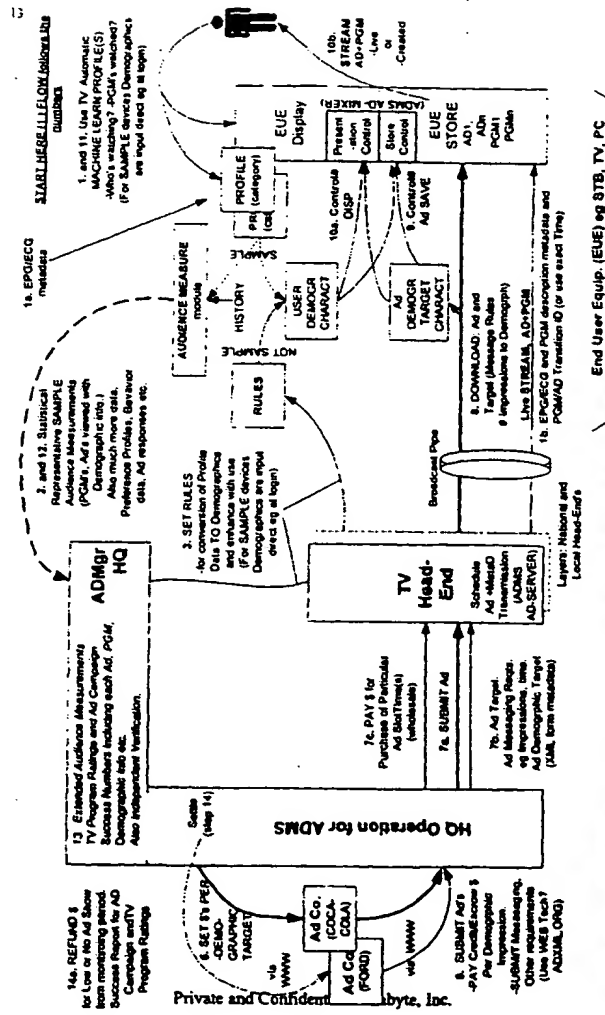


Figure 2. AD-Mgr Operational Flow and Business Model 2